

Message Text

UNCLASSIFIED

PAGE 01 ROME 04942 161855Z POSS DUPE
ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 USIA-15 /036 W
-----010792 170630Z /11

R 161625Z MAR 78
FM AMEMBASSY ROME
TO SECSTATE WASHDC 1364
USDOC WASHDC
INFO AMCONSUL FLORENCE
AMCONSUL GENOA
AMCONSUL MILAN
AMCONSUL NAPLES
AMCONSUL PALERMO
AMCONSUL TRIESTE
AMCONSUL TURIN

UNCLAS ROME 4942

E.O. 11652: N/A
TAGS: BEXP, AFSP, IT
SUBJECT: FY 1979 COUNTRY COMMERCIAL PROGRAM (CCP)

REF: ROME A-47

1. DRAFT FY79 CCP FOR ITALY WAS ENDORSED AT ITALY
COMMERCIAL OFFICERS' CONFERENCE, HELD MARCH 13 IN FLORENCE.
FOLLOWING CHANGES, HOWEVER, HAVE BEEN MADE: CAMPAIGN 1
(ELECTRONICS): ACTIONS (E) AND (F), THE MINI-MISSION AND
THE SHORT MARKET STUDIES, HAVE BEEN ELIMINATED. CAMPAIGN
2 (FOREIGN VISITORS/BUYERS): CHANGE ACTION (H) TO READ:
VISIT USA COMMITTEE TO CONSIDER SPONSORING WORKSHOP ON US TOURISM
FOR TRAVEL AGENTS IN ROME. CAMPAIGN 6 (ENERGY): ADD ADDITIONAL
ACTION (*): STAGE TECHNICAL SALES SEMINARS ON SOLAR
ENERGY IN THREE CITIES DURING SPRING OR SUMMER, 1979. CAMPAIGN
8 (SECURITY EQUIPMENT): WORKING RECEPTIONS AND EQUIPMENT DISPLAYS
TO BE HELD IN FOUR RATHER THAN THREE CITIES (PALERMO, NAPLES,
GENOA AND TURIN).

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 ROME 04942 161855Z POSS DUPE

2. CONFERENCE PARTICIPANTS AGREED THAT SETTING NUMERICAL QUOTAS
FOR TRADE OPPORTUNITIES TO BE ACHIEVED IN CONNECTION WITH
CAMPAIGN-RELATED OUTSIDE CALLS IS UNREALISTIC. THEREFORE,
THESE QUOTAS WILL BE ELIMINATED FROM THE FY 78 AND 79 CAMPAIGN
ACTIONS (SEE, FOR EXAMPLE, FY 78 CCP, CAMPAIGN 1, ACTION 7).
WE ALSO AGREED THAT THE REGULAR TRADE OPPORTUNITY PROGRAM

(TOP) IS NOT PARTICULARLY SUITABLE FOR MOST OF THE SOPHISTICATED
PRODUCT AREAS, WHETHER OR NOT IN THE CCP. SPECIAL HANDLING
TRADE OPPORTUNITIES AND MAJOR PRODUCT/MAJOR PROJECT ALERTS WILL
CONTINUE TO BE AN IMPORTANT PART OF OUR ACTIVITY, BUT TOP ITSELF
SHOULD BE SELECTIVE, WITH MUCH GREATER EMPHASIS ON QUALITY,
AND VOLUME DE-EMPHASIZED.

3. A REPORT ON OTHER DECISIONS AND COMMENTS ARISING FROM THE
FLORENCE CONFERENCE WILL FOLLOW BY SEPARATE MESSAGE.GARDNER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 16 mar 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978ROME04942
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780118-0877
Format: TEL
From: ROME
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780360/aaaabya.tel
Line Count: 71
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: d1f0a1c5-c288-dd11-92da-001cc4696bcc
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 ROME A-47
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 01 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3308218
Secure: OPEN
Status: NATIVE
Subject: FY 1979 COUNTRY COMMERCIAL PROGRAM (CCP)
TAGS: BEXP, AFSP, IT
To: STATE COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/d1f0a1c5-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014